

## Zacks Style Scores

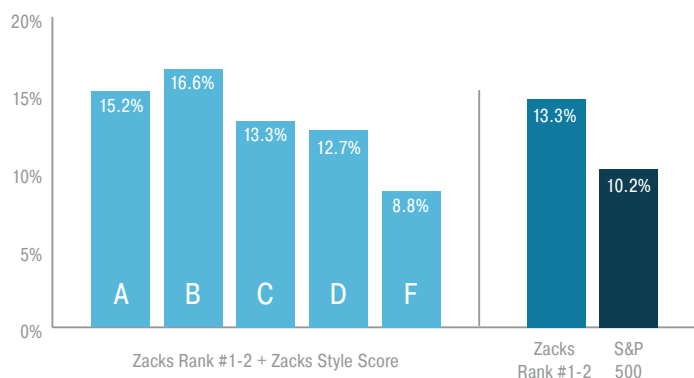
A complementary set of indicators designed to help you pick the best Zacks Rank stocks according to key trading styles.

### Zacks Rank + Style Scores = Better Returns

The Zacks Style Scores are based on academic research which has proven that stocks with the best growth, value, and momentum characteristics outperform the market. That is why we have assigned individual style scores of A, B, C, D, or F to each stock. Each Style Score is relative to all other companies with the same Zacks Rank, where A is the best 20% and F is the worst 20%. The returns to the right are for May 2006 - December 2019.

#### Zacks Rank + Zacks Growth Style Performance

Average Annual Return with Monthly Rebalancing

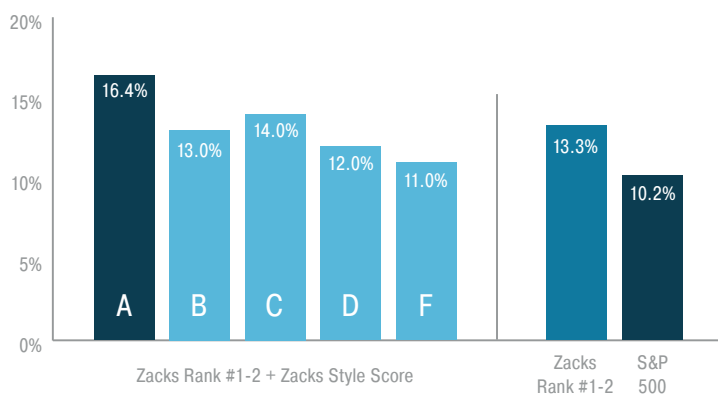


The Growth Style Score analyzes the growth prospects for a company by evaluating its financial statements. Studies show that stocks exhibiting the best growth characteristics can outperform the market, and combined with the top Zacks Rank stocks, the returns are even better.

**Some of the financial metrics that are factored into the Growth Score are EPS growth, cash flow growth, ROE and asset turnover. All crucial for assessing a company's financial health and their probability for future successes.**

#### Zacks Rank + Zacks Value Style Performance

Average Annual Return with Monthly Rebalancing

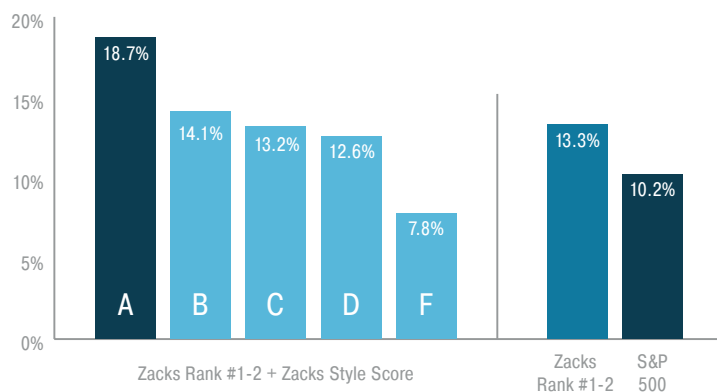


The Value Style Score analyzes the valuation for a company and looks for the companies that are undervalued. These value stocks have a long history of superior returns. Greater returns are achieved when blended with top Zacks Rank stocks.

**Some of the valuation ratios that are included in the Value Score are P/E, P/B and the PEG ratio. These valuations are also benchmarked against their industry peers to gain the most accurate insights on how the markets value a company.**

## Zacks Rank + Momentum Style Performance

Average Annual Return with Monthly Rebalancing

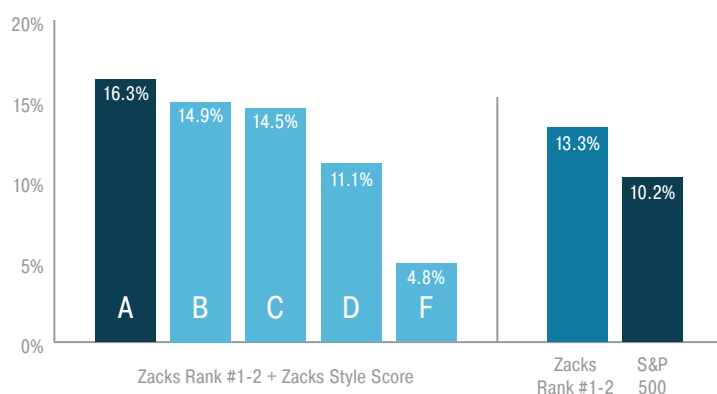


Momentum traders look to take advantage of trends in a stock's price, believing that these stocks will continue heading in the same direction which will lead to timely and profitable trades. The Momentum Style Score indicates when the timing is favorable to enter a stock to take advantage of the momentum, and combined with the top Zacks Rank Stocks, the timing is even better.

**The Momentum Score factors in changes of volume, price and EPS estimates in the past 1-12 weeks.**

## Zacks Rank + Zacks VGM Style Performance

Average Annual Return with Monthly Rebalancing



The VGM Score rates each stock on their combined weighted styles, helping to identify those with the most attractive value, best growth, and most promising momentum, across the board. The combination of all three Styles that go into the VGM Score make it one of the most comprehensive and best performing indicators to use with the Zacks Rank.

## Trading In Style

To maximize your returns, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Rank #1 or #2, which also has a Style Score of an A or a B. The individual Style Scores were created as a complement to the Zacks Rank. Earnings estimate revisions remain the most important factor impacting stock prices which makes the Zacks Rank the very first step in any stock selection process. Adding a favorable Style Score to the top Zacks Ranked stocks enhances your odds of success.

## Where To Find The Zacks Style Scores

We want to assure this information is prominently displayed for your convenience- you will find the Zacks Rank and Style Scores ratings featured at the top of all Zacks Equity Research Reports and Snapshots, and in Screen and Excel Link utilizing ZQuant Database. In ZRS 5.1, the Style Scores are in the Zacks Alpha Scores view. In Zacks Advisor Tools, the Style Scores can be found in the Quant Models tab when looking at an individual equity.